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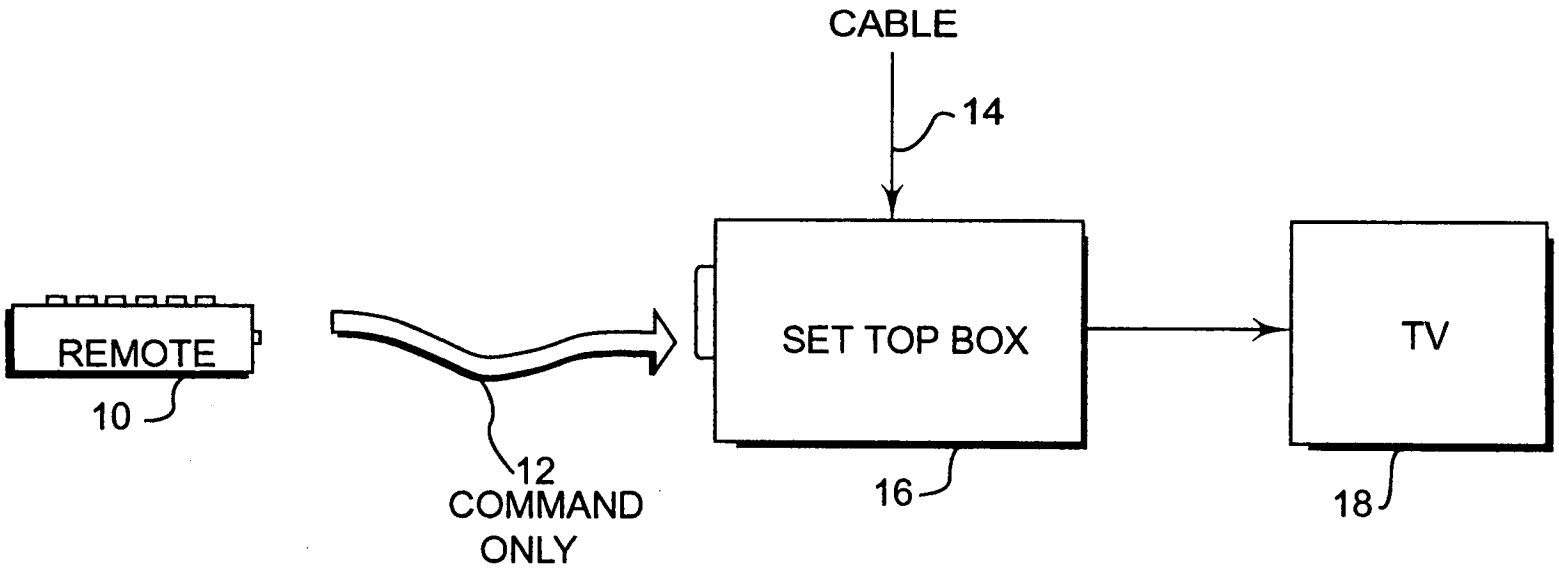

FIGURE 1

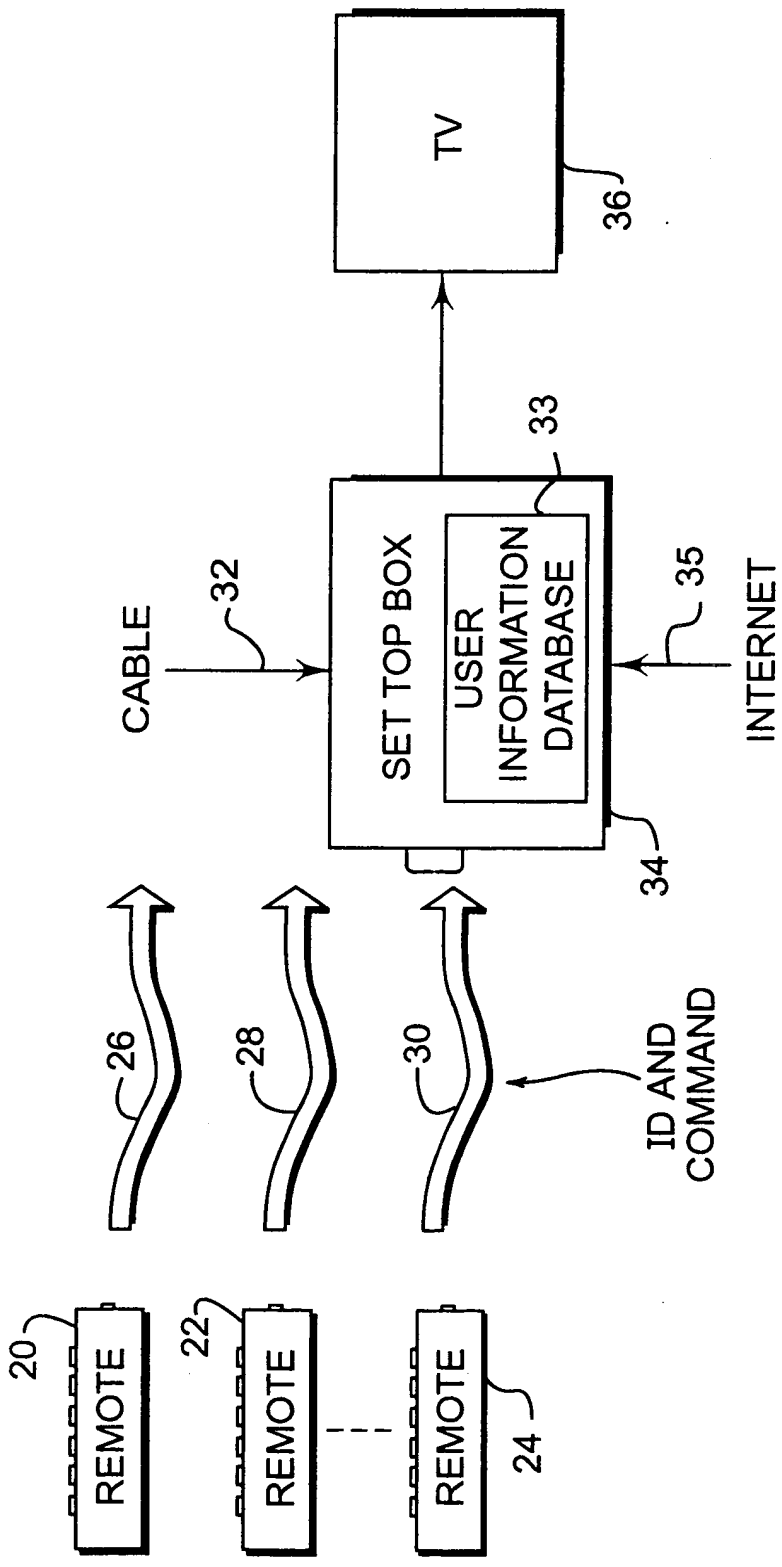
TV
36
SET TOP BOX
USER INFORMATION DATABASE
33
34
CABLE
32
35
INTERNET
ID AND COMMAND
26
28
30
REMOTE
20
REMOTE
22
REMOTE
24

FIGURE 2

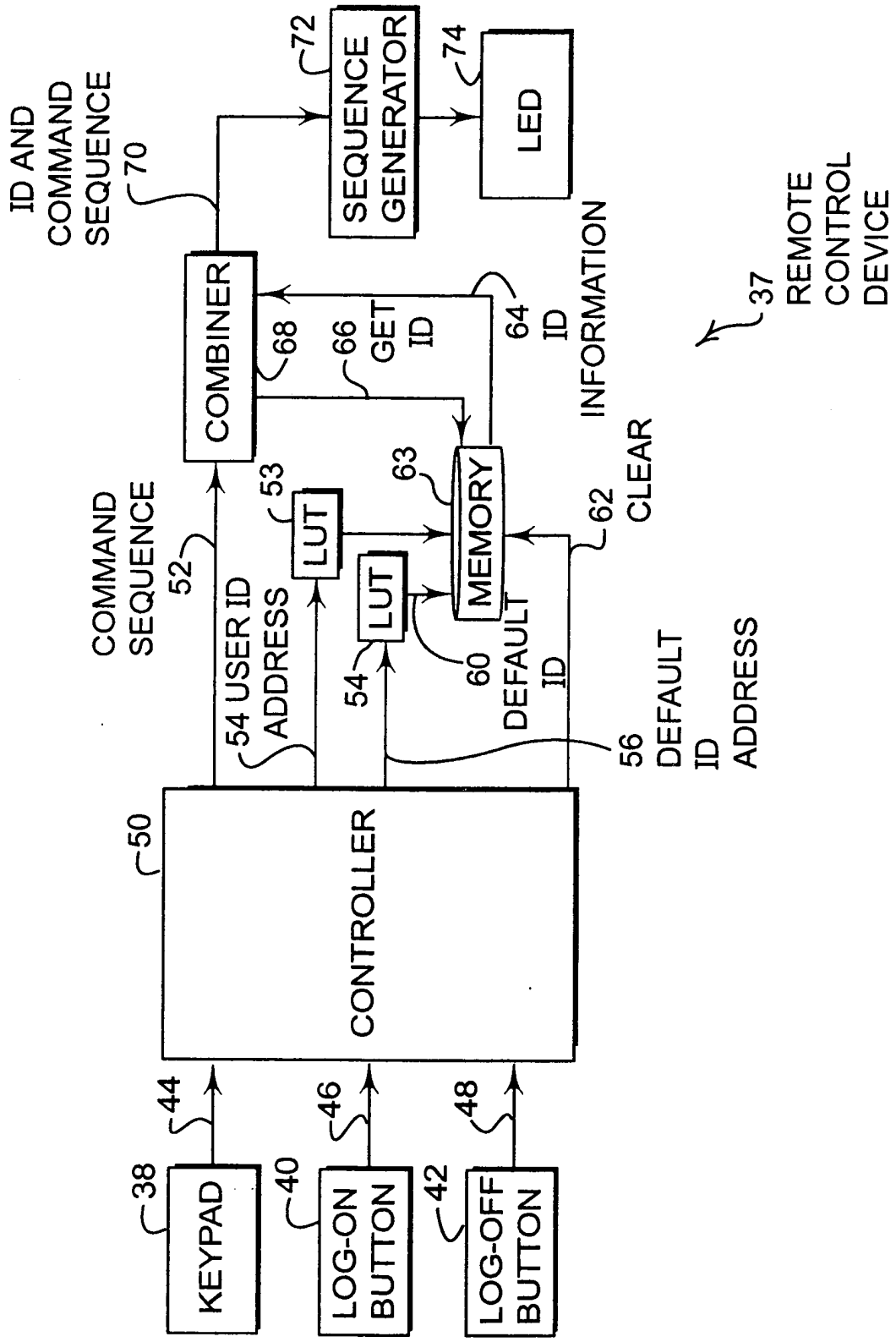
ID AND COMMAND SEQUENCE
70
72
SEQUENCE GENERATOR
74
LED
COMBINER
68
66
GET ID
64
ID INFORMATION
37
REMOTE CONTROL DEVICE
COMMAND SEQUENCE
52
53
LUT
63
MEMORY
62
CLEAR
54 USER ID ADDRESS
54
LUT
60
DEFAULT ID
56
DEFAULT ID ADDRESS
50
CONTROLLER
44
46
48
38
KEYPAD
40
LOG-ON BUTTON
42
LOG-OFF BUTTON

FIGURE 3

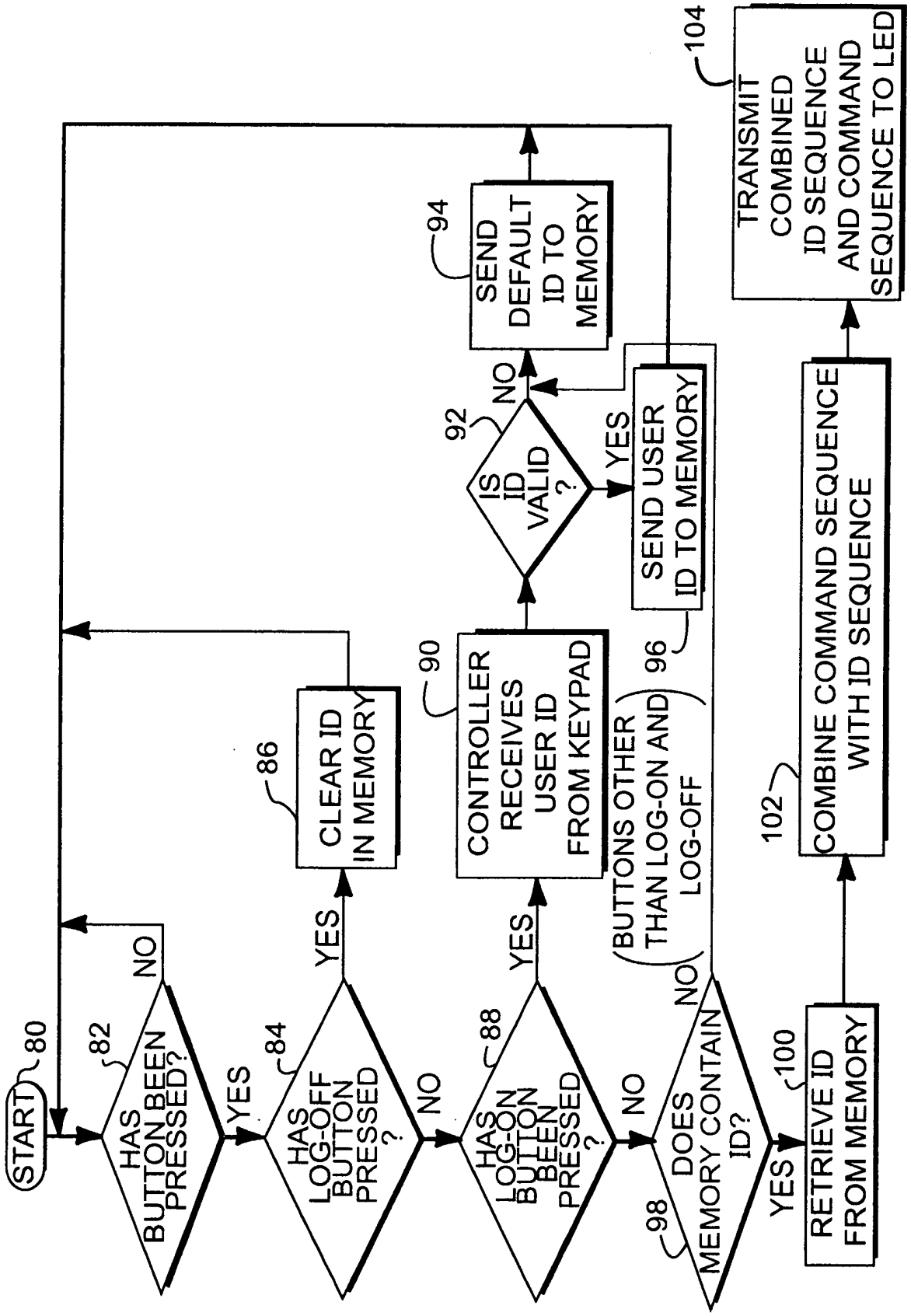
START
80
HAS BUTTON BEEN PRESSED?
82
NO
YES
HAS LOG-OFF BUTTON PRESSED ?
84
YES
NO
CLEAR ID IN MEMORY
86
HAS LOG-ON BUTTON BEEN PRESSED ?
88
YES
NO
CONTROLLER RECEIVES USER ID FROM KEYPAD
90
IS ID VALID ?
92
NO
YES
SEND DEFAULT ID TO MEMORY
94
SEND USER ID TO MEMORY
96
(BUTTONS OTHER THAN LOG-ON AND LOG-OFF
DOES MEMORY CONTAIN ID?
98
NO
YES
RETRIEVE ID FROM MEMORY
100
COMBINE COMMAND SEQUENCE WITH ID SEQUENCE
102
TRANSMIT COMBINED ID SEQUENCE AND COMMAND SEQUENCE TO LED
104

FIGURE 4

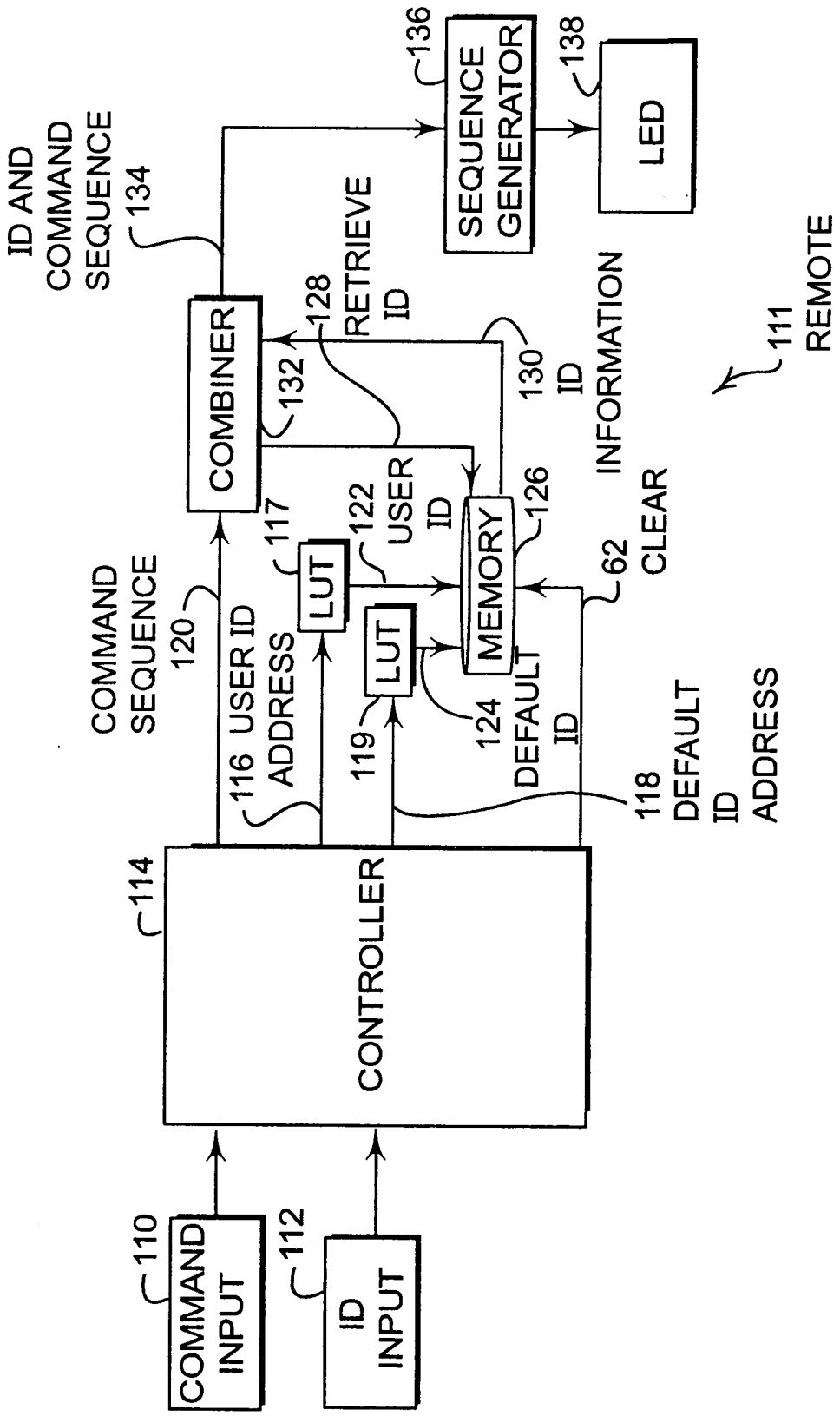
110
COMMAND INPUT
112
ID INPUT
114
CONTROLLER
116 USER ID ADDRESS
117
LUT
119
LUT
118 DEFAULT ID ADDRESS
120
COMMAND SEQUENCE
122
USER ID
124
DEFAULT ID
126
MEMORY
62
CLEAR
128
RETRIEVE ID
130
ID INFORMATION
132
COMBINER
134
ID AND COMMAND SEQUENCE
136
SEQUENCE GENERATOR
138
LED
111
REMOTE

FIGURE 5

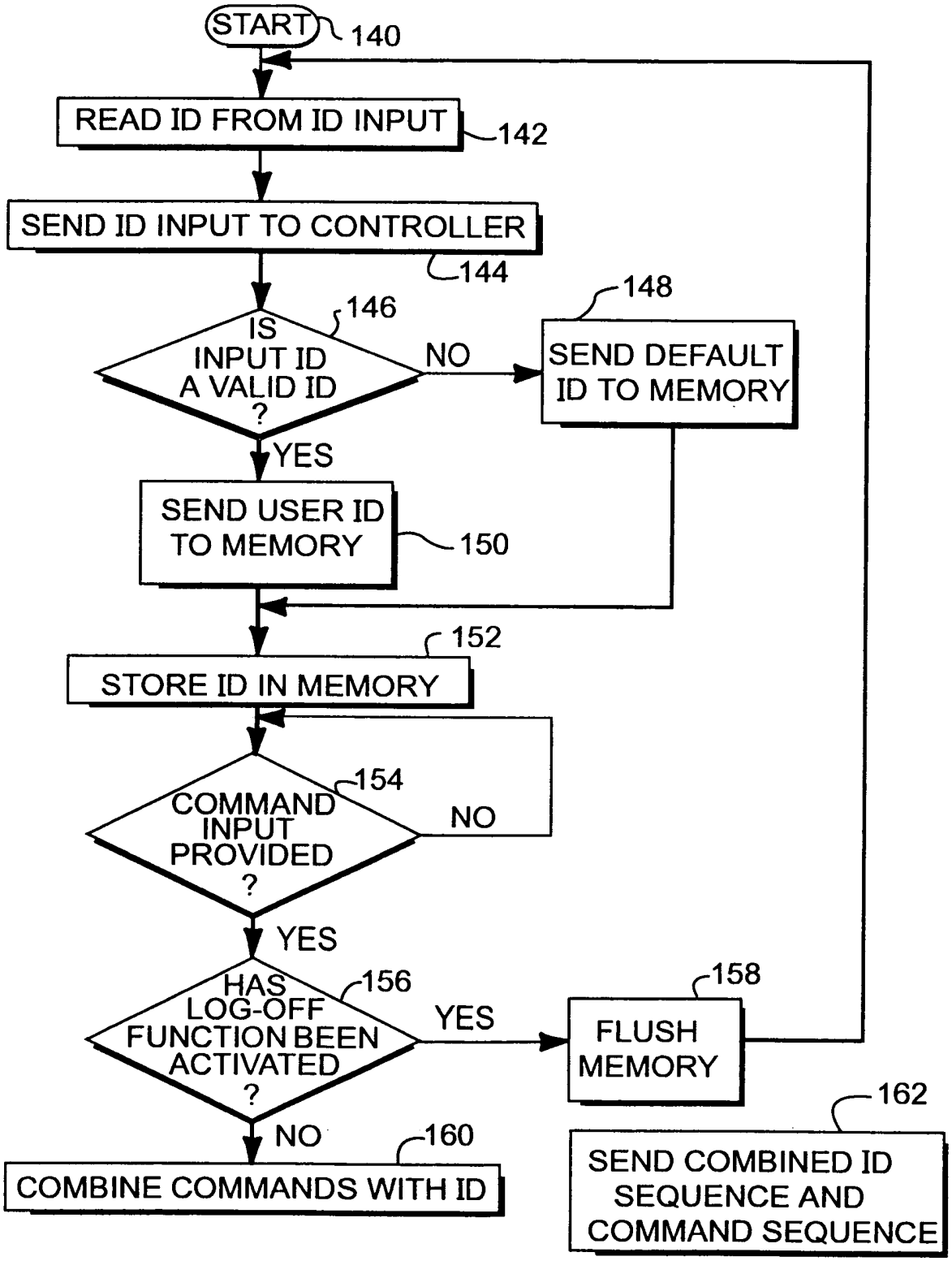
START
140
READ ID FROM ID INPUT
142
SEND ID INPUT TO CONTROLLER
144
146
IS INPUT ID A VALID ID ?
NO
148
SEND DEFAULT ID TO MEMORY
YES
SEND USER ID TO MEMORY
150
152
STORE ID IN MEMORY
154
COMMAND INPUT PROVIDED ?
NO
YES
156
HAS LOG-OFF FUNCTION BEEN ACTIVATED ?
YES
158
FLUSH MEMORY
NO
160
COMBINE COMMANDS WITH ID
162
SEND COMBINED ID SEQUENCE AND COMMAND SEQUENCE

FIGURE 6

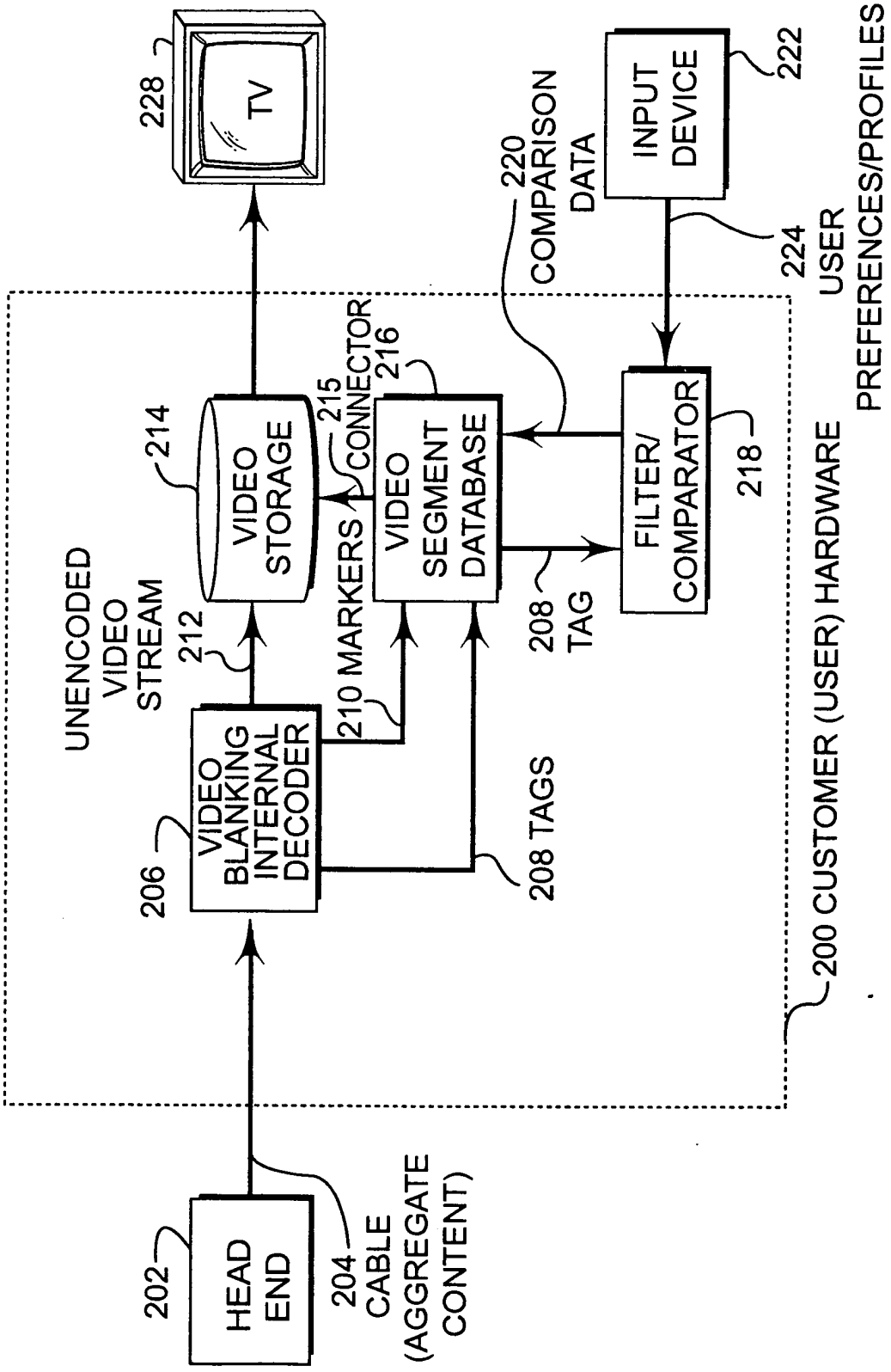
228
TV
220
COMPARISON
DATA
INPUT
DEVICE
222
224
USER
PREFERENCES/PROFILES
UNENCODED
VIDEO
STREAM
212
214
VIDEO
STORAGE
215
CONNECTOR
216
VIDEO
SEGMENT
DATABASE
FILTER/
COMPARATOR
218
210 MARKERS
208
TAG
206
VIDEO
BLANKING
INTERNAL
DECODER
208 TAGS
200 CUSTOMER (USER) HARDWARE
202
HEAD
END
204
CABLE
(AGGREGATE
CONTENT)

FIGURE 7

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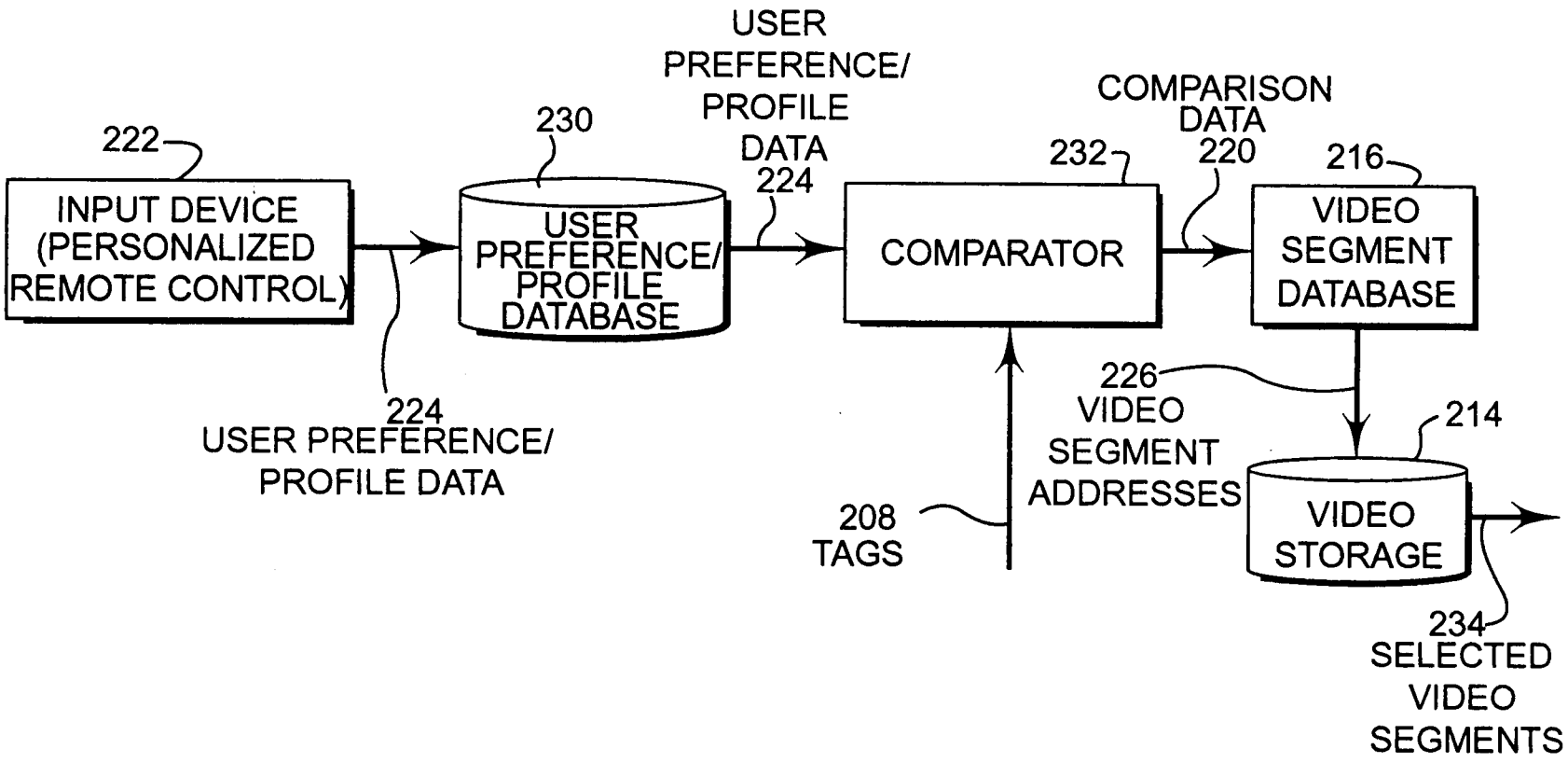

FIGURE 8

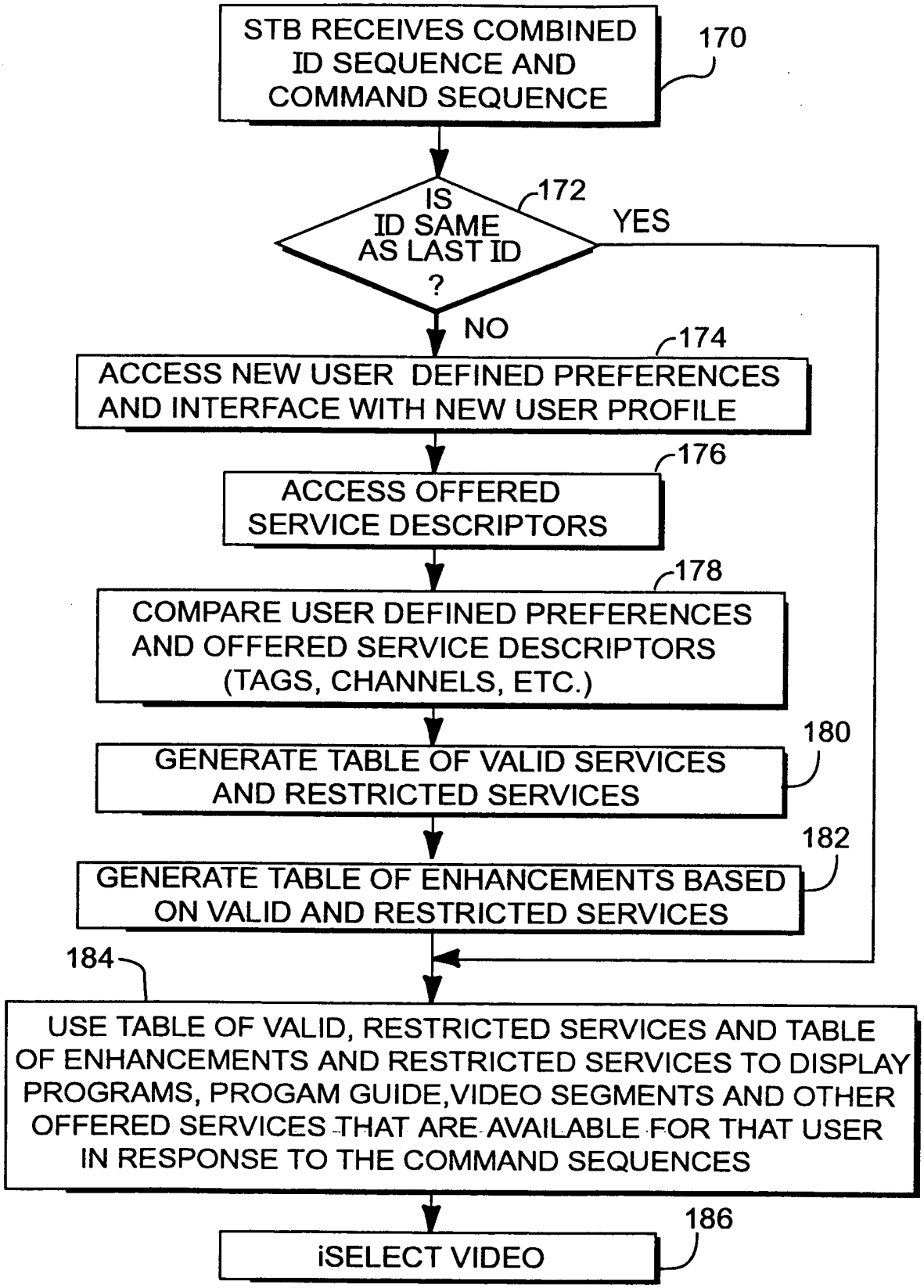
STB RECEIVES COMBINED ID SEQUENCE AND COMMAND SEQUENCE
170
IS ID SAME AS LAST ID ?
172
YES
NO
ACCESS NEW USER DEFINED PREFERENCES AND INTERFACE WITH NEW USER PROFILE
174
ACCESS OFFERED SERVICE DESCRIPTORS
176
COMPARE USER DEFINED PREFERENCES AND OFFERED SERVICE DESCRIPTORS (TAGS, CHANNELS, ETC.)
178
GENERATE TABLE OF VALID SERVICES AND RESTRICTED SERVICES
180
GENERATE TABLE OF ENHANCEMENTS BASED ON VALID AND RESTRICTED SERVICES
182
184
USE TABLE OF VALID, RESTRICTED SERVICES AND TABLE OF ENHANCEMENTS AND RESTRICTED SERVICES TO DISPLAY PROGRAMS, PROGAM GUIDE,VIDEO SEGMENTS AND OTHER OFFERED SERVICES THAT ARE AVAILABLE FOR THAT USER IN RESPONSE TO THE COMMAND SEQUENCES
iSELECT VIDEO
186

FIGURE 9

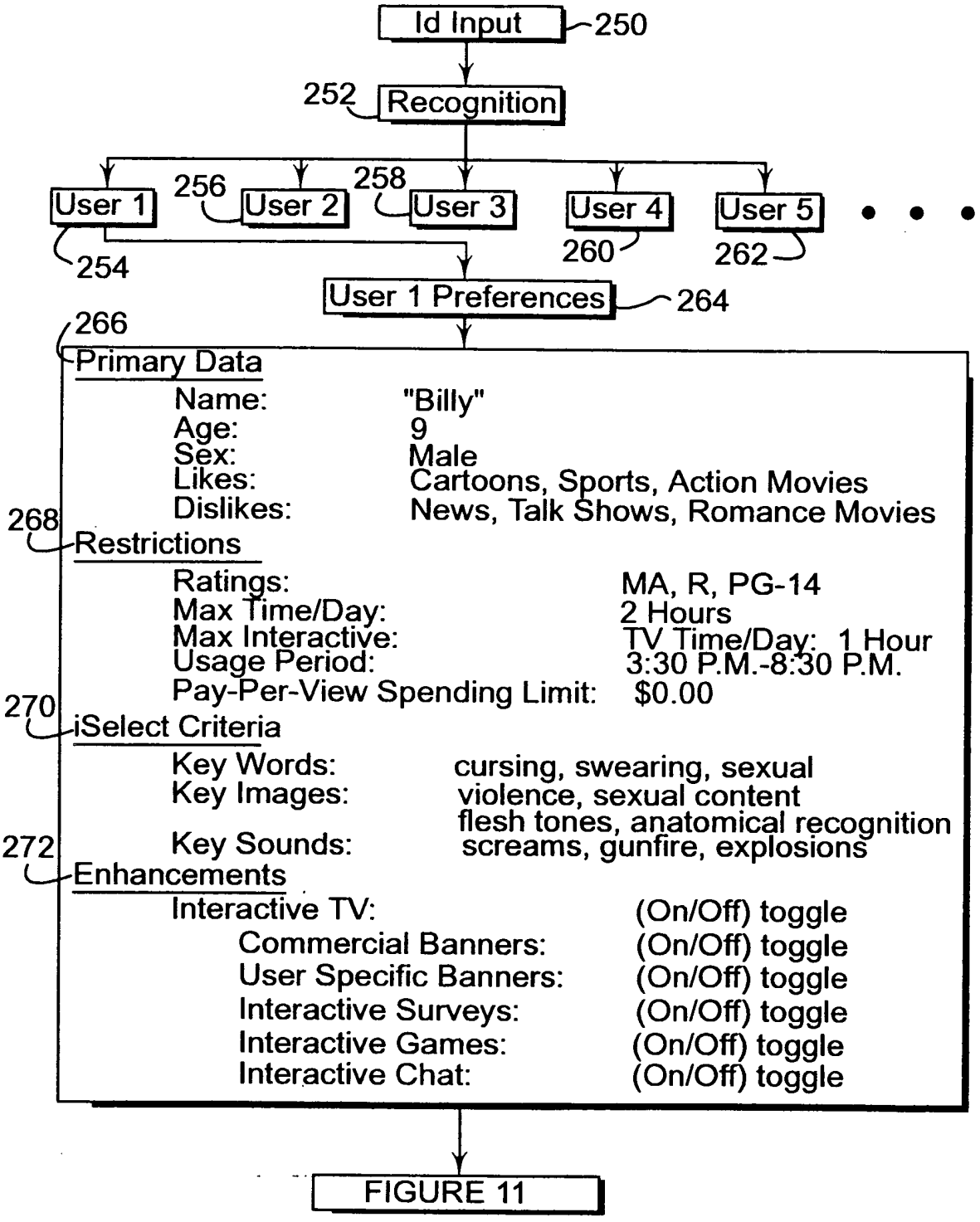

FIGURE 11

FIGURE 10

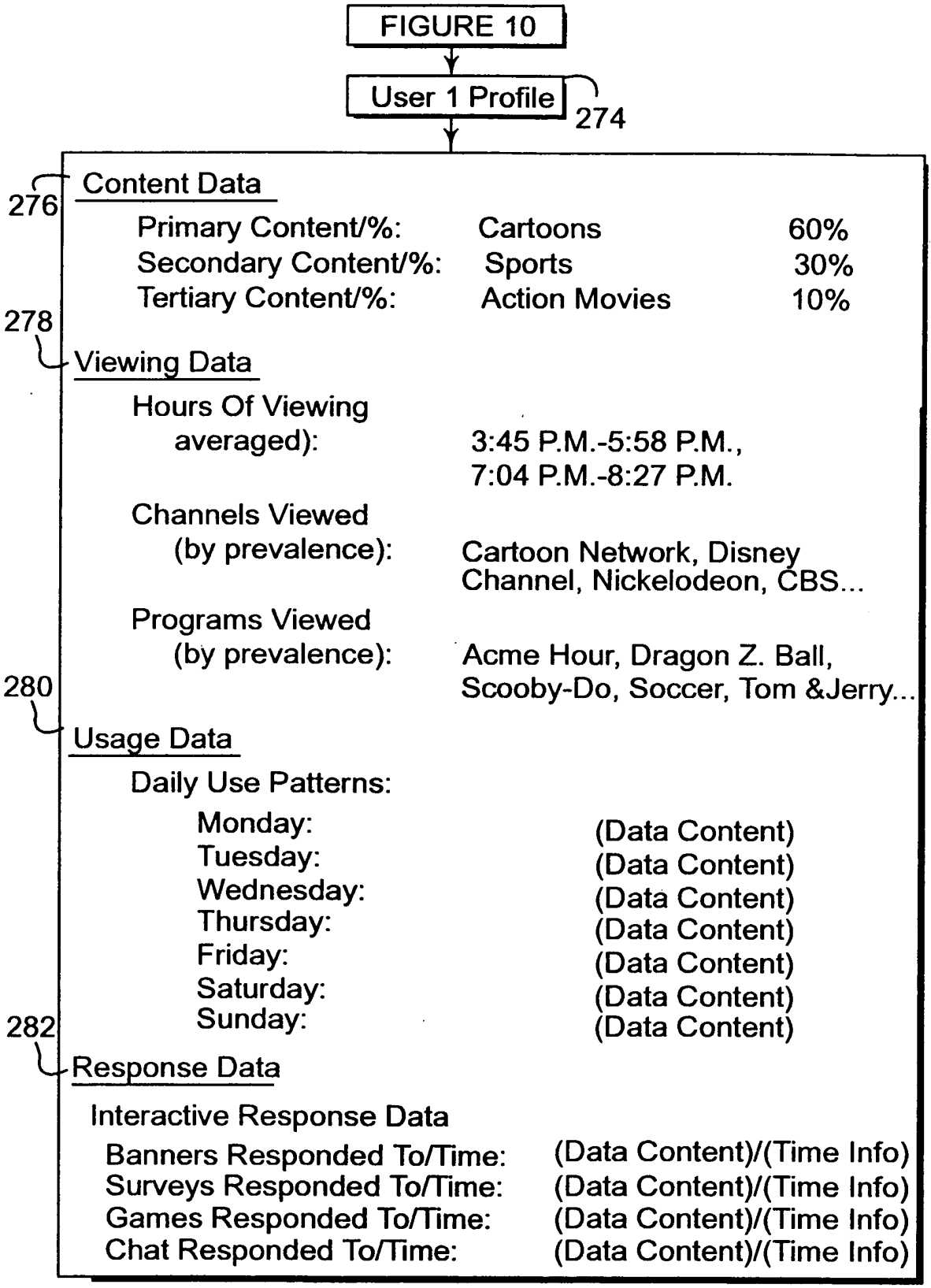
FIGURE 10
User 1 Profile
274
276
Content Data
Primary Content/%: Cartoons 60%
Secondary Content/%: Sports 30%
Tertiary Content/%: Action Movies 10%
278
Viewing Data
Hours Of Viewing averaged): 3:45 P.M.-5:58 P.M., 7:04 P.M.-8:27 P.M.
Channels Viewed (by prevalence): Cartoon Network, Disney Channel, Nickelodeon, CBS...
Programs Viewed (by prevalence): Acme Hour, Dragon Z. Ball, Scooby-Do, Soccer, Tom &Jerry...
280
Usage Data
Daily Use Patterns:
Monday: (Data Content)
Tuesday: (Data Content)
Wednesday: (Data Content)
Thursday: (Data Content)
Friday: (Data Content)
Saturday: (Data Content)
Sunday: (Data Content)
282
Response Data
Interactive Response Data
Banners Responded To/Time: (Data Content)/(Time Info)
Surveys Responded To/Time: (Data Content)/(Time Info)
Games Responded To/Time: (Data Content)/(Time Info)
Chat Responded To/Time: (Data Content)/(Time Info)

FIGURE 11